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Date: April 4, 2006

  
Sandy Reisman

Docket No.: 291508005US1  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Beck et al.

Appeal No.: 2006-0853

Application No.: 09/721,441

Confirmation No.: 2327

Filed: November 22, 2000

Art Unit: 3622

For: DYNAMICALLY TARGETING ONLINE  
ADVERTISING MESSAGES TO USERS

Examiner: Jeffrey D. Carlson

**CONFIRMATION OF REQUEST FOR ORAL HEARING**

Board of Patent appeals and Interferences  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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**APR 05 2006**

**BOARD OF PATENT APPEALS  
AND INTERFERENCES**

Sir:

In response to the Notice of Hearing mailed March 28, 2006 (copy attached), Appellant hereby confirms his request for an oral hearing in the above-identified matter.

Appellant requests a telephonic hearing.

The hearing is currently scheduled for May 25, 2006, at 1:00 P.M.

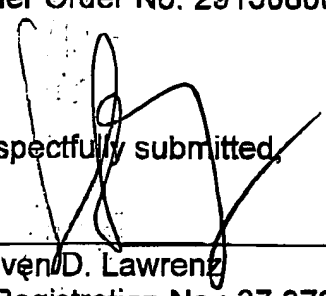
Application No.: 09/721,441

Docket No.: 291508005US1

Appellant believes no fee is due with this request. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: April 4, 2006

Respectfully submitted,

By   
Steven D. Lawrenz  
Registration No.: 37,376  
PERKINS COIE LLP  
P.O. Box 1247  
Seattle, Washington 98111-1247  
(206) 359-8000  
(206) 359-7198 (Fax)  
Attorney for Appellant

**CONFIDENTIAL****PRIVILEGED****PERKINS COIE LLP- SEATTLE**FAX NUMBER: (206) 359-9000  
SWITCHBOARD: (206) 359-8000**IF THERE ARE PROBLEMS WITH THIS TRANSMISSION, PLEASE CALL:**

CENTRAL FAX ROOM: (206) 359-9000

Addressee: Commissioner for Patents & TMs FAX NO. (571) 273-0299  
(COMPANY)BPAI Hearings Direct Dial (571) 272-9797  
(INDIVIDUAL)From: Sandy Reisman, Senior Paralegal Date April 4, 2006Cover Sheet & 3 page(s) Client Number 29150-8005US01Return to Sandy Reisman / 3744 / 41-14  
NAME EXT. OFFICE LOCATIONOriginal document(s) will be: ☐ sent to you ☒ held in our files**PLEASE CONFIRM RECEIPT****RECEIVED****APR 05 2006****BOARD OF PATENT APPEALS  
AND INTERFERENCES**

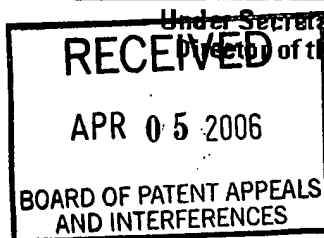
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PATENT DOCKETING

MAR 30 2006

PERKINS COIE, LLP

Appeal No: 2006-0853  
Appellant: Steve Beck et al.  
Application No: 09/721,441  
Hearing Room: A  
Hearing Docket: B  
Hearing Date: Thursday, May 25, 2006  
Hearing Time: 1:00 PM  
Location: Madison Building - East Wing  
600 Dulany Street, 9th Floor  
Alexandria, Virginia 22313-1450

## NOTICE OF HEARING

## CONFIRMATION REQUIRED WITHIN TWENTY-ONE DAYS

Your attention is directed to 37 CFR § 41.47. The above identified appeal will be heard by the Board of Patent Appeals and Interferences on the date indicated. Hearings will commence at the time set and as soon as the argument in one appeal is concluded, the succeeding appeal will be taken up. The time allowed for argument is twenty minutes unless additional time is requested and permitted before the argument is commenced. If there are any inquiries, please contact the Clerk of the Board at 571-272-9797.

CONFIRMATION OR WAIVER OF THE HEARING IS REQUIRED. This form must be completed below and facsimile transmitted to both: (1) the USPTO Central fax number (official copy), and (2) the Board of Patent Appeals and Interferences fax number (courtesy copy) within TWENTY-ONE (21) DAYS from the mailing date of this notice indicating confirmation or waiver of the hearing. A copy of this notice may be alternately filed by mail if facsimile is not available.

BPAI HEARINGS FAX No: (571) 273-0299

USPTO Central Fax No: (703) 872-9306

BPAI Mailing Address: BOARD OF PATENT APPEALS AND INTERFERENCES  
UNITED STATES PATENT AND TRADEMARK OFFICE  
P.O. BOX 1450  
ALEXANDRIA, VIRGINIA 22313-1450

In all communications relating to this appeal, please identify the appeal by its number.

CHECK ONE: ☒ HEARING ATTENDANCE CONFIRMED ( ) HEARING ATTENDANCE WAIVED

4/4/2006

37,376

Signature of Attorney/Agent/Appellant  
Steven D. Lawrenz

Date

Registration No.

Names of other visitors expected to accompany counsel:

Date Kim Registration No. 46231

For information on visitor access to hearing rooms and security procedures at the USPTO Alexandria Campus, see  
[http://www.uspto.gov/web/offices/dcom/bpa/dags/contingency/contact\\_info.html](http://www.uspto.gov/web/offices/dcom/bpa/dags/contingency/contact_info.html)

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By:

Sandra Daiman